



Logo User Guide

2026 Edition

Questions about PFI logos or this logo user guide? Please contact:

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Practical Farmers of Iowa

Primary Logos

These are the primary logos used in all marketing and design. To create a solid brand image, it is important that the logo be used consistently across all marketing materials. The name, logo, colors and fonts create the unity within a brand that is recognizable by staff, members and the general public.

How to Use

The stacked or horizontal designs can be used as needed and as design space permits. The logo color should be black, navy blue, or white depending on the background color.

Stacked Logo



Horizontal Logo



Practical Farmers of Iowa

Logo Size & Space Requirements

To guarantee the appropriate visibility and visual strength of the PFI logo, size and space requirements have been determined. These requirements apply to print and digital use.

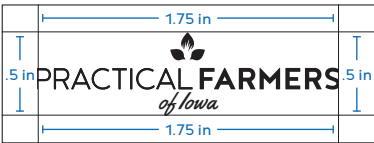
Space Requirements

An area of isolation around the logo is required to promote the logo’s visibility and to avoid obstruction or confusion from other elements in a design. This space indicated by X in the figure below. X is equal to the height shown in red (the height of the F in Farmers). The stacked logo is shown here, but this rule applies to any of the PFI logos.



Size Requirements

To maintain visibility in small spaces, the PFI logo should not be made smaller than 1.75” wide by .5” high (the imprint on most writing pens). This is the minimum size, and whenever possible, all PFI logos should be used in a larger format. The horizontal logo is shown here, but this rule applies to any of the PFI logos.



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Incorrect Logo Usage

To maintain the strength and visibility of PFI's brand identity, it is critical that the logo be used correctly and consistently. This page shows some of the incorrect and unapproved logo variations and usages. The stacked logo is pictured, but this applies to any of the PFI logos.



DO NOT

Distort or stretch the logo in any way



DO NOT

Alter the proportions of the logo



DO NOT

Rearrange elements of the logo.



DO NOT

Incorporate unapproved colors or fonts



DO NOT

Rotate or use the logo at an angle



DO NOT

Use a low-resolution or pixelated version



DO NOT

Crop the logo in any way



DO NOT

Apply shadows to the logo



DO NOT

Add strokes or outlines to the logo